



**BrightFocus[®]
Foundation**

Cure in Mind. Cure in Sight.

RECEIVED

Alzheimer's Disease Research
Macular Degeneration Research
National Glaucoma Research

2017 SEP 18 P 3: 01

POSTAL REGULATORY
COMMISSION
OFFICE OF THE SECRETARY

September 13, 2017

Postal Regulatory Commission
901 New York Avenue NW, Suite 200
Washington DC 20268

RE: Docket No. RM2017-12

Dear Commission Members:

On behalf of BrightFocus Foundation, I am writing in opposition to the proposed changes in calculating nonprofit marketing mail rates. If approved, it would increase nonprofit rates by as much as 7 percent.

BrightFocus relies on the U.S. Postal Service to deliver information to hundreds of thousands of Americans each year, important updates on how to manage Alzheimer's disease, macular degeneration, and glaucoma. Many of these recipients have limited or no digital access, making these resources even more imperative. As our organization is privately-funded – we receive no funding from government at any level – we also include a modest solicitation for funds necessary to advance our mission.

The proposed change would weaken the ability of organizations such as BrightFocus to advance its mission of supporting world-class research and raising public awareness. Postage costs already account for 43 percent of our direct mail budget, and rate increases run the risk of reducing the number of people with whom we can share the latest news and draw financial support. As our population lives longer, it is more important than ever that this information reaches as broad an audience as possible.

Please reject the proposed increase in nonprofit mailing rates. Thank you for the consideration of our views.

Sincerely,

Stacy Pagos Haller
President and CEO